

Notice of Allowability	Application No.	Applicant(s)	
	09/525,491	TACKBARY ET AL.	
	Examiner	Art Unit	<i>NW</i>
Robert M. Pond	3625		

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Appeal Brief (09 August 2004) and Examiner's Amendment (23 November 2004).
2. ☒ The allowed claim(s) is/are 45-80.
3. ☐ The drawings filed on _____ are accepted by the Examiner.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
 - * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 6. ☒ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☒ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☒ to Paper No./Mail Date 14.
 - (b) ☒ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|---|--|
| 1. <input type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input checked="" type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date <u>20041119</u> . |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____ | 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____ |

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization

Authorization for this examiner's amendment was given in a telephone interview with Mr. Jim Graziano on 23 November 2004.

Allowed Claims

Claims 45-80 are allowable over the prior art of record.

In the Claims

The following changes to the claims have been approved by the Examiner and agreed upon by the Applicant (referencing claims Appendix of Appeal Brief filed 09 August 2004):

- In claim 45, after line 3 and before line 4, insert - -storing social expression card data in at least one computerized database, including data which defines at least one printed social expression card;- -
- In claim 45, delete line 4 in its entirety and insert therefore:

- -storing recipient data in at least one computerized database, the recipient data including a plurality of recipient data- -
- In claim 45, line 7, before "linking" insert - -automatically- -
- In claim 45, line 7 before "social" insert - -said- -
- In claim 45, line 7 after "card data," delete "containing data which"
- In claim 45, line 8 before "thereby" delete "defines at least one social expression card,"
- In Claim 45, line 9 before "social" insert - -printed- -
- In claim 45, line 10 before "customer" delete "a" and insert therefore:
- -an electronically accessible- -
- In claim 45, delete line 11 in its entirety and insert therefore:
- -enable said customer to simultaneously initiate the delivery of printed social expression cards by said order- -
- In claim 46, line 4 before "social" insert - -printed- -
- In claim 47, line 6 before "social" insert - -printed- -
- In claim 48, line 4 before "social" insert - -printed- -
- In claim 48, line 5 before "customer" delete "a" and insert therefore:
- -an electronically accessible- -
- In claim 49, line 5 before "social" insert - -printed- -
- In claim 50, line 2 before "linking" insert - -automatically- -
- In claim 50, line 3 before "social" insert - -printed- -
- In claim 50, line 4 before "social" insert - -printed- -

Art Unit: 3625

- In claim 51, line 3 before “social” insert - -printed- -
- In claim 52, line 2 before “linking” insert - -automatically- -
- In claim 52, line 3 before “social” insert - -printed- -
- In claim 53, line 4 before “social” insert - -printed- -
- In claim 54, line 2 before “linking” insert - -automatically- -
- In claim 54, line 3 before “social” insert - -printed- -
- In claim 55, line 2 before “data” insert - -recipient- -
- In claim 55, line 4 before “a subset” insert - -at least- -
- In claim 56, line 2 before “data” insert - -recipient- -
- In claim 57, after line 2 and before line 3, insert - -means for storing social expression card data in at least one computerized database, including data which defines at least one printed social expression card;- -
- In claim 57, delete line 3 in its entirety and insert therefore:
 - -means for storing recipient data in at least one computerized database, the recipient data including a plurality of- -
- In claim 57, line 6 before “linking” insert - -automatically- -
- In claim 57, line 6 before “social” insert - -said- -
- In claim 57, line 6 after “card data,” delete “containing”
- In claim 57, line 7 before “thereby” delete “data which defines at least one social expression card,”
- In claim 57, line 8 before “social” insert - -printed- -

Art Unit: 3625

- In claim 57, line 10 before “customer” delete “a” and insert therefore:
- -an electronically accessible- -
- In claim 57, line 11 before “said customer” delete “permit” and insert
therefore: - -enable- -
- In claim 57, line 11 before “initiate” insert - -simultaneously- -
- In claim 57, line 11 before “social” insert - -printed- -
- In claim 58, line 4 before “social” insert - -printed- -
- In claim 59, line 6 before “social” insert - -printed- -
- In claim 60, line 4 before “social” insert - -printed- -
- In claim 60, line 5 before “customer” delete “a” and insert therefore:
- -an electronically accessible- -
- In claim 61, line 5 before “social” insert - -printed- -
- In claim 62, line 2 before “linking” insert - -automatically- -
- In claim 62, line 3 before “social” insert - -printed- -
- In claim 62, line 4 before “social” insert - -printed- -
- In claim 63, line 4 before “social” insert - -printed- -
- In claim 64, line 2 before “linking” insert - -automatically- -
- In claim 64, line 3 before “social” insert - -printed- -
- In claim 65, line 4 before “social” insert - -printed- -
- In claim 66, line 2 before “linking” insert - -automatically- -
- In claim 66, line 3 before “social” insert - -printed- -
- In claim 67, line 2 before “data” insert - -recipient- -

Art Unit: 3625

- In claim 67, line 4 before “a subset” insert - -at least- -
- In claim 68, line 2 before “data” insert - -recipient- -
- In claim 69, after line 3 and before line 4, insert - -computerized social expression card database means for storing social expression card data in at least one computerized database, including data which defines at least one printed social expression card;- -
- In claim 69, delete line 4 in its entirety and insert therefore:
- -computerized recipient database means for storing recipient data,
said recipient data including a plurality of recipient data- -
- In claim 69, line 5 after “records” insert - -in at least one computerized recipient database- -
- In claim 69, line 7 before “linking” insert - -automatically- -
- In claim 69, line 7 before “social” insert - -said- -
- In claim 69, line 8 before “thereby” delete “containing data which defines at least one social expression card,”
- In claim 69, line 9 before “social” insert - -printed- -
- In claim 69, line 11 before “customer” insert - -electronically accessible- -
- In claim 69, delete line 12 in its entirety and insert therefore: - -enable said customer to simultaneously initiate the delivery of printed social expression cards by said order- -
- In claim 70, line 3 before “social” insert - -printed- -

Art Unit: 3625

- In claim 71, line 5 before "social" insert - -printed- -
- In claim 72, line 3 before "social" insert - -printed- -
- In claim 73, line 4 before "social" insert - -printed- -
- In claim 74, line 3 before "social" insert - -printed- -
- In claim 74, line 4 before "social" insert - -printed- -
- In claim 75, line 3 before "social" insert - -printed- -
- In claim 76, line 3 before "social" insert - -printed- -
- In claim 77, line 3 before "social" insert - -printed- -
- In claim 78, line 3 before "social" insert - -printed- -
- In claim 79, line 1 before "database" insert - -computerized recipient- -
- In claim 79, line 4 before "a subset" insert - -at least- -
- In claim 80, line 1 before "means" insert - - computerized recipient
database- -
- In claim 80, line 1 after "means" delete "for storing data"
- In claim 80, line 4 before "database" insert - -at least one computerized
recipient- -

In the Specification

The following changes to the specification have been approved by the Examiner and agreed upon by the Applicant:

- Page 1, line 13 after "reproduction" delete "of" and insert therefore: - -by- -
- Page 2, line 14 after "each" delete "cards" and insert therefore: - -card- -
- Page 3, line 24 after "buyers" insert - -(users, customers, consumers)- -
- Page 5, after line 17 and before line 18, insert - -Fig. 6A is a representation of a video image of a specific embodiment of the address book view screen according to the present invention.- -
- Page 5, line 26, after "order" insert - -summary- -
- Page 7, line 16, before "system 4" insert - -delivery- -
- Page 12, line 24 before "name" insert - -recipient- -
- Page 12, line 24 after "name" delete "60" and insert therefore: - -600- -
- Page 20, line 21 before "distribution" insert - -card- -
- Page 21, line 1 before "distribution" insert - -card- -
- Page 21, delete lines 11-18 in their entirety
- Abstract page 27, line 3 before "system" insert - -delivery- -
- Abstract page 27, line 4 before "system" insert - -delivery- -
- Abstract page 27, line 9 after "images" delete ",",

In the Drawings

The following changes to the drawings have been approved by the examiner and agreed upon by applicant:

- Fig. 1, delete "C/D ROM" in box labeled reference character 20 and insert therefore: - -CD-ROM- -
- Fig. 2 (40), delete "NETWORK OFFICE" in box labeled reference character 40 and insert therefore: - -CENTER- -
- Fig. 2 (230), in Card Database, delete reference line extending to "SINGLE PRICE" from reference character 230 and insert therefore: reference line extending to "DESCRIPTION" from reference character 230
- Fig. 2, in Card Database, insert - -231- - reference character and insert reference character line extending from "231" to "SINGLE PRICE"
- Fig. 2, in Card Database insert - -261- - reference character and insert reference character line extending from "261" to "FEELING"
- Fig. 2, in Card Database insert - -262- - reference character and insert reference character line extending from "262" to "DEPICTS"
- Fig. 2, in Relationship Link Database, delete reference character "334" and insert therefore: - -324- -
- Fig. 2 (135), in Recipient Database, delete "GROUP ADDRESS" and insert therefore: - -ADDRESS GROUP- -

- Fig. 2 (310), in Card Recipient Database, delete "COMMENTS" and insert therefore: - -COMMENT- -
- Fig. 2 (126), in Recipient Database 90, delete reference line extending to "RECORD N" from reference character 126 and insert therefore: a reference line extending to "RECIPIENT ID" from reference character "126"
- Fig. 2 (286), delete line connecting Fig. 2 (228) to Fig. 2 (220) and insert therefore: a line connecting Fig. 2 (228) to Fig. 2 (215)
- Fig. 4 (SORT BY), delete reference character "480" and insert therefore: - -485- -
- Fig. 5 (615, 690), split box referenced by 615 and 690
- Fig. 5 (600), after "RECIPIENT" insert - -NAME- -
- Fig. 5, delete reference character "610"
- Fig. 5 (665), insert - -680- - reference character and line extending from "680" to "ADD MESSAGE"
- Fig. 5 (665), insert - -685- - reference character and line extending from "685" to "SIGNATURE"
- Fig. 6b, delete reference characters "800", "810", "815", and "825"
- Fig. 8, delete "1080" and insert therefore: - -480- -
- Fig. 9, delete "1080" and insert therefore: - -480- -
- Fig. 9 (1065), before "MESSAGE" delete "BUYER'S" and insert therefore: - -CUSTOMER'S- -

- Fig. 9 (1070), before "SIGNATURE" delete "BUYER'S" and insert therefore: - -CUSTOMER'S- -

In order to avoid abandonment of the application, applicant must make these above agreed upon drawing changes.

Reasons for Allowability

The following is an examiner's statement of reasons for allowance: The field of the invention pertains to electronically accessing an order fulfillment center for selecting, designating, and ordering in a single session printed social expression cards for one or more recipients.

Claim 45: no prior art of record discloses nor teaches a method for managing order fulfillment of printed social expression cards by automatically linking the customer's recipient data stored in a database with the social expression card data stored in a database, and simultaneously initiating the purchasing and delivering of printed social expression cards in a single purchasing session.

Specifically, neither Cannon nor Gordon nor in combination teach or suggest:

- automatically linking the recipient data with said social expression card data thereby forming linked data to facilitate the on-going management, selection, and delivery of printed social expression cards;
- providing an electronically accessible customer interface to permit said customer to access the data to enable said customer to simultaneously

initiate the delivery of printed social expression cards by said order fulfillment center to a plurality of said recipients.

Claim 57: no prior art of record discloses nor teaches system and means for managing order fulfillment of printed social expression cards by automatically linking the customer's recipient data stored in a database with the social expression card data stored in a database, and simultaneously initiating the purchasing and delivering of printed social expression cards in a single purchasing session.

Specifically, neither Cannon nor Gordon nor in combination teach or suggest:

- means for automatically linking the recipient data with said social expression card data thereby forming linked data to facilitate the on-going management, selection, and delivery of printed social expression cards;
- means for providing an electronically accessible customer interface to permit said customer to access the data to enable said customer to simultaneously initiate the delivery of printed social expression cards by said order fulfillment center to a plurality of said recipients.

Claim 69: no prior art of record discloses nor teaches system means for managing order fulfillment of printed social expression cards by automatically linking the customer's recipient data stored in a database with the social expression card data stored in a database, and simultaneously initiating the

Art Unit: 3625

purchasing and delivering of printed social expression cards in a single purchasing session.

By Applicant's invoking of 35 USC 112 sixth paragraph, neither Cannon nor Gordon nor in combination teach or suggest:

- means for automatically linking the recipient data with said social expression card data thereby forming linked data to facilitate the on-going management, selection, and delivery of printed social expression cards;
- means for providing an electronically accessible customer interface to permit said customer to access the data to enable said customer to simultaneously initiate the delivery of printed social expression cards by said order fulfillment center to a plurality of said recipients.

Conclusion

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert M. Pond whose telephone number is 703-605-4253. The examiner can normally be reached on 8:00AM-5:00PM Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ms. Wynn Coggins can be reached on 703-308-1344. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR

Art Unit: 3625

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

A handwritten signature in black ink, appearing to read 'R. M. Pond', is written over the printed name.

Robert M. Pond
Primary Patent Examiner
22 November 2004